



# NEWS RELEASE

## MAINE DISTRICT OFFICE

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Release Date 3/22/06  
Release Number: ME-06-24  
Internet Address: [www.sba.gov/me](http://www.sba.gov/me)

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### JOE RILEY NAMED MAINE'S 2006 SMALL BUSINESS JOURNALIST BY THE SBA

Augusta, Maine -- Joe Riley, Director of Television Services for the Maine Public Broadcasting Network (MPBN), will receive the U.S. Small Business Administration (SBA) Small Business Journalist Award for 2006. "Joe Riley utilized his leadership skills to produce the highly successful MPBN television series, *Starting a Business in Maine*. This series is a valuable tool for anyone thinking of starting a business or wanting to expand his or her enterprise," said Charles Summers, SBA New England Regional Administrator.

John Massaua, State Director for the Maine Small Business Development Centers (Maine SBDC) and James McGowan, State Director of the Maine Quality Centers, Center for Career Development, nominated Riley for this prestigious award.

Susan Giguere, owner of Care & Comfort in Waterville appeared in the segment titled 'Do You Need a Business Team.' As a program participant, Giguere said, "Maine entrepreneurs are so fortunate to be able to watch MPBN's *Starting a Business in Maine* series. The idea of being able to gather information, in the comfort of your home, by listening to experiences of other business owners and business resource partners is invaluable. The fact that the series remains available via MPBN is an added bonus," she added.

Made in Maine's Lou McNally hosted the series which debuted in September 2005. Six one-hour episodes covered business topics including; Do You Have What it Takes, Marketing Your Idea, and Financing Your Business. *Start ME Up* provided an unvarnished look at the rewards and challenges of starting and owning a business. Each program featured a successful entrepreneur and an expert in a particular field of business. Viewers had the opportunity to ask questions of a panel of experts knowledgeable in business development in Maine.

To develop the program, Riley used the expertise of the Maine Community College System, the Maine Small Business Development Centers (Maine SBDC) and the U.S. Small Business Administration (SBA). Funding was provided by the U.S. Department of Agriculture under its Rural Development grant program.

Over 30,000 hits have been recorded on MPBN's website and an additional 6,000 users visited the Maine SBDC web site and referenced the *Starting a Business in Maine* series. This program is a tangible result of Riley's commitment to the people of Maine.

Riley will be honored at an SBA celebration dinner on May 24<sup>th</sup> at Spectacular Event Center in Bangor. For further information on the award recipients or celebration, please contact Bonnie Erickson at the Maine District Office at 622-8275 or [bonnie.erickson@sba.gov](mailto:bonnie.erickson@sba.gov).